

NEIFELD DOCKET NO: MEI/3-DAY  
PRIOR ATTORNEY DOCKET NO: 7791-0123-25 CONT



IN THE UNITED STATES PATENT & TRADEMARK OFFICE

IN RE APPLICATION OF: DAY ET AL. CONFIRMATION NO. 1724

US APPLICATION NO: 09/619,134

FILING DATE: July 18, 2000

GROUP ART UNIT: 3622

EXAMINER: DURAN

TITLE: Targeted Marketing and Purchase Behavior Monitoring System

ASSISTANT COMMISSIONER FOR PATENTS

ALEXANDRIA, VA 22313

**RECEIVED**

**APR 08 2004**

**GROUP 8600**

REMARKS IN REPLY TO 37 CFR 1.193(a) EXAMINER'S ANSWER

Sir:

In response to the 37 CFR 1.193(a) Examiner's Answer mailed February 5, 2004, the applicants submit the following remarks.

123  
NEIFELD IP LAW, P.C.  
2001 Jefferson Davis Highway  
Suite 1001  
Arlington, VA 22202

AF 3622  
Tel: 703-415-0012  
Fax: 703-415-0013  
Email: rneifeld@Neifeld.com  
Web: [www.Neifeld.com](http://www.Neifeld.com)

**TRANSMITTAL LETTER AND  
AUTHORIZATION TO CHARGE DEPOSIT ACCOUNT**

ASSISTANT COMMISSIONER FOR PATENTS  
WASHINGTON, D.C. 20231

RE: Attorney Docket No.: MEI/3-DAY  
Application Serial No.: 09/619,134  
Filed: July 18, 2000  
Title: Targeted Marketing and Purchase Behavior Monitoring System  
Inventor: Larry J. Day et al.  
Group Art Unit: 3622  
Examiner: Duran

SIR:

Attached hereto for filing are the following papers:

REMARKS IN REPLY TO 37 CFR 1.193(a) EXAMINER'S ANSWER (2 pages)

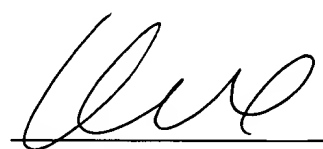
Our check in the amount of -0- are attached covering the required fees.

The Commissioner is hereby authorized to charge any fees which may be required, or credit any overpayment, to Deposit Account Number 50-2106. A duplicate copy of this sheet is enclosed.

31518

PATENT TRADEMARK OFFICE

4/16/04  
Date

  
Richard A. Neifeld, Ph.D.  
Registration No. 35,299  
Attorney of Record

Printed: April 2, 2004 (4:32pm)

Y:\Clients\Catalina\MEI-DAY\MEI3-DAY\Drafts\TransLtr\_040402.wpd